

Jordan**End of Crisis Creates Trade Opportunities**

Severely effected by the Gulf crisis and certain to feel continuing aftershocks, Jordan is a potential market that should encourage rather than discourage exporters.

Despite a high ratio of unemployment and a heavy demand on resources and public services, the country continues to show signs of social and economic recovery.

Canadian exports grew three-fold in 1991 to reach a record of C\$20 million in goods and approximately C\$13 million in services — much of it due to the growing support of the Canadian International Development Agency program.

Exporters must act quickly to consolidate representation and partners in order to capitalize on the wide-ranging opportunities, especially in forestry products, construction materials, agro-industry, mining, transportation, industrial machinery and services — all identified by the Canadian Embassy in Amman as having significant potential.

Jordan relies heavily on imports for its domestic consumption. The influx of over 300,000 "returnees" (mostly skilled professionals) from Kuwait boosted the population by about 10 per cent in the space of just a few months, stretching social infrastructure needs and generating additional demands for imports of all types, notably foodstuffs and raw materials.

The kingdom imported a record C\$3.0 billion in 1990. That's 40 per cent higher than the previous year. The Central Bank has amassed enormous gross reserves (now in excess of C\$4 billion) allowing the import trend to continue.

This could introduce a new era of industrialization. One local bank

estimates that over 300 new industrial firms were started in the second quarter of 1991 alone, concentrated in the agro-industry and in such light manufacturing as metal, electrical, plastics, pharmaceutical and chemical industries.

These factors present significant opportunities for aggressive Canadian exporters in a wide range of sectors.

For further information on po-

tential trade opportunities in Jordan, contact Africa and Middle East Trade Division (GBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-6983. Fax: (613) 990-7431.

Information may also be obtained directly from the Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

TV Market in Argentina

Excellent opportunities in the Argentine market exist for Canadian exporters/suppliers of equipment, programming and other related services to local cable and TV operators.

A memo from the Canadian Embassy in Buenos Aires indicates that, at present, there are more than 1,000 cable systems in operation, nearly 3,000,000 subscribers, and a rapid growth is expected in the near future.

The Embassy also reports there is an urgent need for upgrading existing facilities to make room for premium and PPV programming. In addition, Pay TV is starting (as scrambled VHF transmissions are being allowed) and it is likely there will be many of these services in the next two to three years.

To capitalize on this potential market, the Commercial Section of the Canadian Embassy in Buenos Aires has commissioned a study on *The Cable and TV Market in Argentina*. It will provide interested Canadian companies with a solid basis for entering this market.

Companies wishing a copy of the study or seeking information on

trade fairs that pertain to this sector should contact Ghislaine Harquail, First Secretary (Commercial), Canadian Embassy, Casilla de Correo 3898, 1000 Buenos Aires, Argentina. Fax: (011-54-1) 806-1209. Telex: (Destination code 033) 21383. Tel.: (011-54-1) 805-3032.

\$20 Million Credit to Kazakhstan

A \$20-million credit for trade with Kazakhstan will be used for mutually agreed upon projects in the oil/gas and agri-business sectors, International Trade Minister Michael Wilson announced during a recent trade mission which he led to that country, Russia and Ukraine.

"Kazakhstan holds impressive economic potential due to its large reserves of oil, gas and a variety of other minerals," Wilson said.

The credit will be administered by the Export Development Corporation, Canada's official export credit agency.